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Platforms of memory

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1. Memory work is not only an intentional and human process; instead, it involves human and nonhuman actors that both actively construct the past in the present and carry it into the future.
2. Social media platforms and their users are relatively new actors in memory work, yet they are powerfully shaping the what, why, how and when of remembering and forgetting today.
3. In theory, digital media technologies make the past accessible and re-workable for everyone. In practice, certain versions become dominant, more visible, and more easily adopted on the basis of platform-specific rules, operational procedures, and community dynamics.
4. On social media platforms, personal, collective, private, public, political, and cultural memories connect, converge, and collapse; however, order is created in this mnemonic chaos through the interactions among platform users and between users and platforms.
5. Far from being 'dead' or obsolete, legacy media such as newspapers and television news are still powerful agents of memory on social media platforms; however, they share this role with new actors such as citizen witnesses and page administrators.
6. Despite the objections of archivists, YouTube is simultaneously a medium, platform and an archive.
7. Facebook favors the new and the immediate, yet it is appropriated as a platform of memory by its users.
8. Wikipedia is not produced by crowds, but by in-crowds.
9. Social media platforms remember, but they also forget. Platforms can become "memory holes" when automated procedures assess and remove content, or when their technology changes or is replaced.
10. There is a positive correlation between knowing you will become a dad and finishing your PhD in time.